



Every day

- FOR HEALTH
- FOR FLAVOR

"For years I've been eating prunes—probably for the same reason that you have: because they're 'good for you.' But I never thought that prunes could be so rich in flavor, so downright delicious, as these are.

"I used to have them for breakfast once in a while. But, since the women-folk have learned to prepare them as they should be prepared—it's this for me *every day*. Now I wouldn't pass up my morning dish of prunes for *anything* on the bill. You see—I figure it this way: anything that helps me to keep fit is the right tack to take. And I know that prunes *do*.

"That's why I've been sold on the idea of prunes *every morning*. I've come to *know* the good that's in them."

Important!

Your diet demands some good fruit every day. Sunsweet Prunes are doubly worthwhile because they give you the finest fruit-food at the lowest cost. Your grocer has them.

CALIFORNIA PRUNE & APRICOT GROWERS INC.
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He has this prune proposition pretty well lined up—don't you think? He knows that prunes—and especially SUNSWEET Prunes—are essential to good health and good living. The SUNSWEET habit is a health habit—get it! And get this: it makes a heap of difference in the way they *taste* if they're properly prepared.

SUNSWEET

CALIFORNIA'S NATURE-FLAVORED

PRUNES